



**JLA**  
ARCHITECTS

April 25, 2018

Mark Opitz  
City of Middleton  
Department of Planning & Zoning  
7426 Hubbard Ave  
Middleton, WI 535632

Re: Letter of Intent  
6824 University Avenue  
Middleton, WI 53562

Dear Mr. Opitz,

The following is submitted together with the rezoning application and associated plans for review by City Staff, the Plan Commission, and the Common Council for consideration of approval.

**Project Organizational Structure:**

Owner: Austringer Capitol Group, LLC  
6824 University Ave  
Middleton, WI 53562  
608-354-7122  
Contact: Anthony Gray  
agray@austringerllc.com

Architect: JLA Architects + Planners  
2418 Crossroads Drive, Suite 2300  
Madison, WI 53718  
608-442-3823  
Contact: Marc Ott  
[mott@jla-pa.com](mailto:mott@jla-pa.com)

Consultant: Urban Assets  
807 East Johnson Street  
Madison, WI 53703  
608-819-6566  
Contact: Melissa Huggins  
[melissa@urbanassetsconsulting.com](mailto:melissa@urbanassetsconsulting.com)

**Introduction:**

The development is on the 6800 block of University Avenue, across the street from the Willy Street Co-op. The proposed project consists of creating a CSM to join 6814-6818-6824 into one lot, rezoning the lots from B1 to PDD, and the construction of a 4-story apartment building consisting of 39 dwelling units with two levels of enclosed parking with 59 stalls total.

Specific building areas and other pertinent information is provided on the attached plans.

**Site:**

The project is located on a 3-parcel assembly that totals 30,958 SF (0.711 Acres). It is an "L" shaped property, with approximately 182 FT of frontage along University Avenue. There is currently one residential building on the properties located at 6824 University Ave which has been renovated into the corporate office for Austringer Capital Group, and a detached garage structure. The proposed scope of work would raze the detached garage while retaining the existing "cottage" office.

**Neighborhood Input:**

A public neighborhood meeting was held on January 18, 2018 in the City's common council chambers. The proposed development was presented, including site plan, building plans, and schematic exterior renderings. The developer will continue to meet on an as-needed basis with the neighborhood as the final details of the project are worked through.

**Zoning:**

All three parcels are currently zoned B-1 Office District. We are requesting a rezoning to Planned Development District (PDD) to support the mixture of uses on the site. The current B-1 Office zoning will not support the residential use that the developer is proposing. Additionally, the B-1 dimensional standards prevent high quality development on the site. A rezone to PDD will allow the site to support a mixture of uses which will revitalize these parcels and have a positive economic impact on the surrounding University Avenue corridor. This request for the PDD zoning follows the policies outlined in the housing chapter of the City of Middleton Comprehensive Plan which recommends rezoning to PDD to accommodate a range and mixture of housing options.

The project is in the 3<sup>rd</sup> Aldermanic District, represented by JoAnna Richard.

**Permitted and Conditional Uses:**

The existing building will serve as office space with the following uses:

- All B-2 permitted Office Activities

The new building will include 39 residential units, which is a mixture of studios, one-bedrooms, and two-bedrooms.

**Dimensional Standards:**

- Minimum front setback: 8'-0"
- Minimum side setback: 8'-0"
- Minimum rear setback: 8'-0"
- Minimum lot coverage: 75%
- Maximum impervious surface: 80%

Setbacks measurements are to the building walls

**Project Development Data:**

**Site Density:**

Lot area:	30,958 s.f. (0.711 acres)
Room Count:	39 Dwelling Units
Lot Area / Rm.Ct	793.8 s.f / D.U.
Density	54.8 D.U. / acre

**Architecture & Design Standards:**

The project design starts with retention of the existing original single-family cottage structure located on the site. The new structure wraps around the existing building placing a shorter face toward University Avenue, while allowing the larger portion of the building face to be recessed off University Avenue rising behind the existing cottage.

The primary building entrance to the apartment will be at grade accessed from the small central surface parking lot along University Avenue.

The proposed building will be a clean contemporary design consisting of a masonry podium base for the first floor with three stories of fiber cement lap and panel cladding above. The color pallet and design cues are taken from the existing original single-family cottage structure located on the site.

Any rooftop mechanical equipment will be located or screened from ground level view.

Additional details can be found in the submitted drawing package.

**Parking:**

The on-site parking will consist of two levels of covered indoor parking for 59 private stalls. Additionally, there is a small surface lot located centrally on the site with 5 parking stalls and a turn-around stall. This makes a total of 64 parking stalls. On the western border of 6824 University Avenue, there is a joint 10'-0" wide private right-of-way easement for ingress and egress existing with 6904 University Avenue, 6824 University Avenue, and 6825 Franklin Avenue. As part of this development Austringer Capital is repaving the easement to service both the parking for business at 6904 University Avenue as well as the underground and indoor parking for 6818 University

Avenue. Gilbert Menz, owner of 6904 University Avenue agreed to this decision on the condition that 6904 University Avenue's parking be replaced and the be exclusively used for the businesses on this property.

**Refuse & Recycling:**

Garbage and recycling containers serving the building will be located in an enclosed trash room located in the first-floor parking garage. A private collection service will be contracted for refuse removal. Vehicles will pull into the driveway while the containers are loaded for collection. Collection vehicles will be able to turn around onsite and exit head first onto University Avenue.

**Building Signage:**

The building signage will conform with all provisions of the Middleton City Ordinance Chapter 22. Additional signage information and design will be presented to the Plan Commission when seeking final signage approval.

**Exterior Lighting:**

The exterior lighting design will conform with all provisions of the City of Middleton Ordinance Chapter 33. Exterior lighting design will be submitted during the SIP review and approval phase.

**Landscape:**

Landscaping will conform with all provisions of the City of Middleton Ordinance. Landscape design will be submitted during the SIP review and approval phase.

**Deed Restrictions:**

Two major easements exist on the site:

1. On the western border on 6824 University Avenue, a joint 10'-0" wide private right-of-way easement for ingress and egress exist with 6904 University Avenue, 6824 University Avenue, and 6825 Franklin Avenue. 6'-0" of this easement is located on 6824 University Avenue and 6825 Franklin Avenue property. 4'-0" of this easement is located on 6904 University Avenue property.
2. There is an existing 35'-0" wide easement for the benefit of 6818 University Avenue from the 2018 Coolidge Court property, with a list of permitted uses including stormwater retention. This easement is north of 6818 University Avenue and east of 6824 University Avenue.

**WHEDA:**

WHEDA funds are being pursued as part of this project. This building may contain 20% of units at 80% the County Median Income (CMI). The 7/10 Flex Financing program is being heavily considered for the project, but other WHEDA funding sources may be pursued.

**Project Schedule:**

January 23, 2018:	Rezoning Application
July 1, 2018:	Start Demolition/Construction
July 1, 2019:	Certificate of Occupancy

**Social & Economic Impacts:**

This development will have a positive social and economic impact on the surrounding community. The re-development of this site is consistent with the housing goals of Middleton's 2006 Comprehensive Plan. Specifically, this project expands housing opportunities for all residents and promotes affordable workforce housing. It also follows policies outlined in the housing chapter by using Planned Development District (PDD) zoning to accommodate a range and mixture of housing options. In addition, the redevelopment of properties along University Avenue is the major goal of the University Avenue BUILD project. This development helps avoid the conversion of productive farmland on the urban fringe and enhances University Avenue's economic viability and visibility. This proposal will provide high quality lodging and retail space to infuse the local businesses with new revenue sources.

**Project Updates:**

The project team met with David Reed and Mark Opitz on March 22, 2018 to discuss and review the exterior architecture of the building. The primary focus was on the south face the fronts University Avenue. The fourth-floor architecture of south face has been revised to reduce the visual mass. Revised exterior renderings have been included in this package.

Discussion was had with the owners of the 6825 Franklin Avenue property regarding the he joint 10'-0" wide private right-of-way easement for ingress and egress that exist with 6904 University Avenue, 6824 University Avenue, and 6825 Franklin Avenue. The property owners for 6825 Franklin Avenue request the retain the right use the easement for future access to their property. The drive isle and grading on the proposed 6818 University Avenue project have been revised to accommodate this request.

In response to the Plan Commission review at the April 10, 2018 meeting, the first-floor commercial space has been removed. Two dwelling units from the fourth floor along University Avenue were removed and relocated to the first floor where the commercial space had been located. The removal of the fourth-floor units reduced the building height along University Avenue to three stories at the request of the Plan Commission.

Thank you for your time in reviewing our proposal.

Sincerely,



Marc Ott

**JLA ARCHITECTS + PLANNERS**

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